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"Consumer Time"

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HOMEMAKING ON TOP OF THE WORLD
MAY 10, 1947

STAND-BY SCRIPT

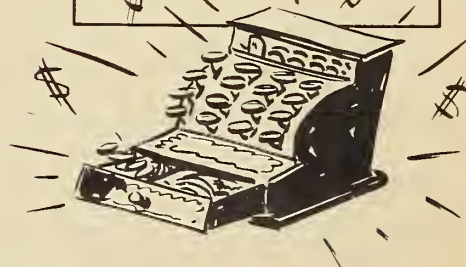
SATURDAYS

11:15 A.M. EST

10:15 A.M. CST

9:15 A.M. MST

8:15 A.M. PST



1. SOUND: CASH REGISTER RINGS TWICE...MONEY IN TILL
2. JOHN: It's CONSUMER TIME!
3. SOUND: CASH REGISTER...CLOSE DRAWER
4. ANNCR: During the next fifteen minutes, the National Broadcasting Company and its affiliated independent stations make their facilities available for the presentation of CONSUMER TIME by the U. S. Department of Agriculture. And here are your inquiring consumers, Mrs. Freyman and Johnny.
5. JOHN: Our story today...homemaking on top of the world.
6. FREYMAN: We're going to visit Fairbanks, Alaska, to hear about some of the interesting similarities and differences of home life in that corner of the world and here in the United States.
7. JOHN: One similarity I'm sure of, Mrs. Freyman. Homemakers in Alaska are celebrating National Home Demonstration Week right now.

8. FREYMAN: That's right, Johnny. And the theme is "Today's Home Builds Tomorrow's World"...a theme that's important in every home in the United States...Alaska...Hawaii...or Puerto Rico.
9. FREYMAN: Mrs. Freyman...don't you think you should explain just what home demonstration work is...for the benefit of our urban sisters who may be a little hazy on the subject?
10. FREYMAN: Good idea. Home demonstration work is probably the world's most far-reaching voluntay education program for women. About three thousand home demonstration agents carry the program into rural home and communities.
11. JOHN: The home demonstration agents work jointly for the State land-grant colleges and the U. S. Department of Agriculture.
12. FREYMAN: And they're assisted by half a million rural women who serve as unpaid volunteer leaders. And their activities? Everything centered around the home. Rural women study ways and means of improving the family's health, comfort, and happiness. In foods and nutrition, they work out even better ways to provide Bobby and Jane with vitamins and to keep Dad from getting colds.
13. JOHN: I've heard there are many home demonstration projects built around wise buying...modernizing homes...and making housework easier.
14. FREYMAN: Mmm hmm...They beautify their homes by making slip covers and renovating furniture.
15. JOHN: Now this is just one man's observation...but wouldn't you say that home demonstration work covers the kind of topics we dish up to listeners every week on CONSUMER TIME.

16. FREYMAN: Absolutely. But don't think that home demonstration work doesn't step outside the home. You know, traditionally, rural women are the most neighborly in the world. And right now they consider the whole world as their neighborhood.
17. JOHN: Then we might be just going around the corner...and down the road a piece for our visit to Alaska today. And say ...I hope they've got the seals shooed away from the microphone up there...because it's almost time to switch to Alaska for their part of today's CONSUMER TIME.
18. FREYMAN: Now just one minute, Johnny. I think we'd better get some things straight about Alaska first. I've talked with people who have visited there. And they tell me Alaska isn't perpetually covered with ice and snow. They have summer too.
19. JOHN: They do? I never thought of that.
20. FREYMAN: Mmm hmm. In the summer there is warm weather...beautiful flowers...splendid gardens...and good crops. I've been told that the long hours of daylight make up for the short summer season. And for the people who still think of Alaska as our last frontier...well, I hope they think of it as a frontier with many modern conveniences and advantages and some very nice people.
21. ENGINEER: WATCH SWITCH COMING UP AT 12:18:20 EDT CUE IS UNDERLINED
22. JOHN: I think we'd better meet some of those nice people. For the story of homemaking on top of the world...CONSUMER TIME takes you now to Fairbanks, Alaska.
23. ENGINEER: SWITCH TO FAIRBANKS AT 12:18:20 EDT

24. JOHN: Looks like weather conditions are interfering with our visit to Alaska today. But Mrs. Freyman, I'm glad that you straightened me out a little about Alaska. Guess I still thought of the Territory as the last frontier. I'm really surprised to know that it has come a long way from the days of gaudy dance-halls and miners' shacks.
- 24A. FREYMAN: Alaska may still be a frontier...but it has all the outward signs of civilization...schools, churches, roads, hospitals ...and libraries. There are parks, fraternal organizations ...even a university.
25. JOHN: And of course the Extension Service...with organized home demonstration clubs and 4-H Club work.
- 25A. FREYMAN: That's right and Alaska's number one homemaker is Mrs. Lydia Fohn-Hansen...Home Demonstration Agent for fourteen years up there. According to Mrs. Fohn-Hansen, women are the real builders of Alaska. They brought and are still bringing permanent homes and a permanent interest in making use of agricultural resources.
- 25B. JOHN: The Extension Service was organized in Alaska in 1930 wasn't it?
- 25C. FREYMAN: Mmm hmm, partly to help the homemakers in their building. Here are two letters from Alaskan homemakers to Mrs. Fohn-Hansen that illustrate some of the varied problems that come her way in the course of a year.
26. JOHN: How about reading the letters to us right now? And ^{you}/don't mind if I look over your shoulder do you?

27. FREYMAN: The first starts out "Dear Mrs. Fohn-Hansen: Is there any such thing as knitting machines and carding and spinning machines obtainable in the U. S. for home use? If I could get a parka pattern for children, I would be very glad... What is the best way to tan rabbit hides for parka lining? ...Moccasin pattern? Can I get one through you or where else?" Then she goes on to offer some suggestions for other Alaskan housewives.
28. JOHN: Is that the end of that letter?
29. FREYMAN: Almost She closes by saying "all your suggestions and bulletins will be very welcome down here on our lonely ranch. I enjoy getting your newsletter, hoping to have the pleasure of seeing you this summer, I remain, Yours truly, Ruth Kilcher, Homer, Alaska."
30. JOHN: There's an interesting paragraph in the letter you left out. It says "It certainly is a great asset for the Territory to have such a wise and helpful home economist and demonstrator as you...and I hope you get enough appreciation. Anyway, here is one that does appreciate!" That's a nice compliment to Mrs. Fohn-Hansen.
31. FREYMAN: It certainly is. Now I think I'd better read the second letter from a typical Alaskan homemaker. It begins "Dear Mrs. Fohn-Hansen: It dawned on me that perhaps you wanted the recipe of Pa's meat balls. You will have to try them out, as he doesn't measure anything, but you can tell by the looks. My job is to put them together, so I don't know. Here's what is in them: Grind up the moosemeat...

32. JOHN: (INTERRUPTS) Moosemeat...say...I'd really like to try some of that. Go on with the letter.
33. FREYMAN: "Grind up the moosemeat with some salt pork...the all fat kind, and onions. Then put in salt and pepper to taste. Make them in balls and fry some of them and put them in cans. During the winter we put seven or eight in waxed paper or enough for a meal, and make up several packages and freeze." Now, Johnny, there is a real combination of similarities and differences between homemaking in Alaska and in the States.
34. JOHN: Well, I can see the difference right off, Mrs. Freyman... not many homemakers in the States would be making meat balls out of moosemeat.
35. FREYMAN: No...but many of them are freezing food at home...and many of them are learning how to precook food...and then freeze it. And the first letter I read...asked for parka patterns and mocassin patterns for the children. So there's another common interest...for the homemakers all over the world, really...an interest in making clothes for children.
36. JOHN: Say, Mrs. Freyman, didn't Mrs. Fohn-Hansen up in Alaska write you about a typical homemaker up there?
37. FREYMAN: Indeed she did. Mrs. Fohn-Hansen says she considers Mrs. Peter Grandison a typical Alaskan homemaker...because she has been remarkably successful in her gardening. But she's still had time to be a good neighbor, a worker for her church, and a leader in the community.
38. JOHN: How long has Mrs. Grandison been living in Alaska?
39. FREYMAN: She went there twenty-six years ago from Jacksonville, Florida as a missionary nurse.

40. JOHN: Twenty-six years...and quite a change from the Florida climate to Alaska's wouldn't you say?
41. FREYMAN: Yes, indeed. I think Mrs. Grandison brought a green thumb from Florida though, because she was a successful gardener long before the Extension Service came to Alaska. Incidentally she was the first 4-H club leader back in 1930.
42. JOHN: No kidding...how did that all come about?
43. FREYMAN: Well, ^{when} ^{first} /Mrs Grandison/ came to Fairbanks, she had a garden forty by fifty feet...and a greenhouse. She kept chickens and even had a dog sled for several years. By the time the Extension Service was organized in 1930, her garden was so worthwhile and satisfying that she wanted to help other people produce more of their vegetables. Working with a 4-H club seemed the best way.
44. JOHN: I'll bet Mrs. Grandison's garden has been a real incentive to many people besides 4-H clubs. Did you know how many varieties of vegetables she grows in her greenhouse, up there in Alaska, Mrs. Freyman?
45. FREYMAN: Well, let's see. Here's the Extension Service bulletin for gardens in Alaska. And it lists almost all the varieties she grows though she likes to try something new every year. There are about twenty-five listed here. And I know everyone in Fairbanks enjoys walking by Mrs. Grandison just to see the lovely flowers.
46. JOHN: What are some of the kinds she has?
47. FREYMAN: Sweet peas...dahlias...pansies, marigolds, snapdragons, and many others.
48. JOHN: I bet people love to ask if her garden has ever been a total loss from frost...being up there in Alaska and all.

49. FREYMAN: Well it never has. She generally has all she can use of everything she plants and a surplus to can and store in the cellar.
50. JOHN: I'm wondering just what an Alaskan homemaker gains from a garden besides the good meals.
51. FREYMAN: Well of course there's a great satisfaction in watching things grow and trying new things. But in Mrs. Grandison's case, her garden gives her better food than she can afford to buy, so she had the money to spend for other things.
52. JOHN: I see what you mean. I suppose her garden paid for the extra things.
- 52A. FREYMAN: That's right...like the musical instruments, the typewriter, and radio set for her son.
- 52B. JOHN: With the high cost of living in Alaska, many families can't afford such advantages. But those sound like a good investment.
53. FREYMAN: And how. Her son Earl is now in college and making his own way working as assistant engineer, at station KFAR in Fairbanks. He is the secretary of the Fairbanks Ham club... and one of the three members in Alaska of the American Radio Relay League. He receives messages from all over the world. His call letters are K L 7 C F.
54. JOHN: That's interesting. Let's repeat those letters. Someone might like to surprise him. K L 7 C F. He may tell his Mother tonight that someone in her home State of Florida heard her name mentioned on CONSUMER TIME today. Now, I have another question for you, Mrs. Freyman. How about telling us some of the other projects besides gardening that Mrs. Fohn-Hansen and her district agents help Alaskan homemakers with.

55. FREYMAN: To just mention a few...new settlers need information on living in Alaska, gardening, greenhouses...and home planning. All homemakers in Alaska are concerned with the high cost of living, inadequate housing, and the lack of recreation. Some of the demonstrations last year covered a variety of subjects...slip covers...repairing furniture and bedding, wool carding, fur sewing. Many women are interested in preparing frozen purees and in home industries.
56. JOHN: I bet what the homemakers in Alaska appreciate most from the Extension Service...is the information in the bulletins and newsletters. They probably give many valuable hints helpful to Alaska homemakers. It must mean a lot for women living in lonely places to receive the Extension letters too.
57. FREYMAN: Yes, there are about eight hundred women on the mailing list. Mrs. Fohn-Hansen says she especially enjoys the suggestions the women send in for the newsletters. Then the Extension Service works both ways, and she feels it a privilege to pass ^{on} helpful suggestions from the pioneer women of Alaska.
58. JOHN: Doesn't Mrs. Fohn-Hansen have some radio programs too?
59. FREYMAN: Mmm hmm...every Thursday and Friday. And some Alaskans have told her that they even plant their gardens and cultivate them by her radio advice.
60. JOHN: Well, Mrs. Freyman...I think I know quite a bit more about Alaska now.
61. FREYMAN: Yes, Johnny...and what our friends in Alaska are doing is true of home demonstration work everywhere in the United States...except that different geography and weather gives it a little different slant.

62. JOHN: I think Secretary of Agriculture Anderson summed up the situation exactly in his letter to the women in home demonstration work.
63. FREYMAN: What did he say Johnny?
64. JOHN: Well, in part he said, "Nothing is so good that it cannot be made better...better in terms of the family's health, comfort, education, happiness, and understanding. Under the leadership of the home demonstration agents of the Cooperative Extension Service, the farm women of America will continue to make daily home tasks easier, to improve their homes and communities, and to bring happier and more wholesome living in rural America."
65. FREYMAN: I'll agree with that...and good luck and more power to the home demonstration workers.
66. JOHN: And now, Mrs. Freyman, what's on CONSUMER TIME next week?
67. FREYMAN: A natural transition from a story on Alaska. We're going to find out all about freezing foods at home...even some tips on freezing precooked foods.
68. JOHN: How about precooked frozen moosemeat balls?
69. FREYMAN: Well, we heard about them today. Next week...we'll have news about the growth of freezer locker plants around the country and the many services they give their customers now. Also some tips about how to treat your home freezer to get the best results.
70. JOHN: So friends, we guarantee to cool you off next week, when we bring you a special program about freezing food on

71. SOUND: CASH REGISTER
72. ANNCR: CONSUMER TIME!
73. SOUND: CASH REGISTER...CLOSE DRAWER
74. ANNCR: CONSUMER TIME written by Eleanor Miller and directed by Frederick Schweikher, is presented by the U. S. Department of Agriculture, through the facilities of the National Broadcasting Company and its affiliated independent stations. CONSUMER TIME originates in Washington, D. C.

This is NBC the National Broadcasting Company.

